

What is claimed is:

1. An electric toothbrush, comprising:  
a handle having a motor disposed therein;  
a head comprising a movable massaging plate and a movable bristle carrier disposed opposite said massaging plate, wherein said movable massaging plate is disposed on a rear face of said head;  
a neck extending between said handle and said head; and  
a shaft operatively connected to said motor and said movable bristle carrier and said movable massaging plate.
2. The electric toothbrush of claim 1, wherein said massaging plate comprises a plurality of protrusions or ridges.
3. The electric toothbrush of claim 1, wherein said massaging plate comprises an elastomeric material.
4. The electric toothbrush of claim 1, wherein said shaft reciprocates.
5. The electric toothbrush of claim 1, wherein said movable massaging plate reciprocates.
6. The electric toothbrush of claim 1, wherein said massaging plate pulsates.
7. The electric toothbrush of claim 6, further comprising a component that is operatively connected to said shaft and which contacts an underside of said massaging plate to pulsate said massaging plate.
8. An electric toothbrush, comprising:  
a handle having a motor disposed therein;  
a head comprising a longitudinal axis and a plurality of movable bristle carriers;  
a neck extending between said handle and said head; and  
a reciprocating shaft operatively connected to said motor and plurality of movable bristle carriers, wherein said plurality of movable bristle carriers reciprocate in a direction substantially transverse to said longitudinal axis.
9. The electric toothbrush of claim 8, wherein said plurality of movable bristle carriers comprises three bristle carriers.

10. An electric toothbrush, comprising:
  - a handle having a motor disposed therein;
  - a head comprising a longitudinal axis and a plurality of movable bristle carriers;
  - a neck extending between said handle and said head; and
  - a reciprocating shaft operatively connected to said motor and plurality of movable bristle carriers, wherein said plurality of movable bristle carriers reciprocate in a direction along said longitudinal axis.
11. The electric toothbrush of claim 10, wherein said plurality of movable bristle carriers comprises three bristle carriers.